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However, not all people are able to perceive irony. One must have a special psychological instinct and background knowledge that is necessary for successful interpretation of the hidden meaning of any ironic statement.

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LINGUISTIC AND PRAGMATIC SPECIFICS OF CONTACT ESTABLISHING IN AMERICAN CORPORATE CULTURE

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У статті розглянуто питання міжкультурної взаємодії в американській корпоративній культурі, висвітлено роль та місце фатичної комунікації на етапі встановлення контакту, її значення для ефективного функціонування корпоративного дискурсу. В процесі роботи зроблено висновки щодо особливостей вибору та використання лексичних контактовстановлюючих одиниць в процесі комунікації.

Ключові слова: корпоративний дискурс, корпоративна культура, комунікативний акт, встановлення контакту, фатична комунікація.

В статье рассмотрен вопрос межкультурного взаимодействия в американской корпоративной культуре, освещена роль и место фатической коммуникации на этапе установления контакта, ее значение для эффективного функционирования корпоративного дискурса. В процессе работы были сделаны выводы по поводу особенностей выбора и использования лексических контактоустанавливающих единиц в процессе коммуникации.

Ключевые слова: корпоративный дискурс, корпоративная культура, коммуникативный акт, установление контакта, фатическая коммуникация.

The article deals with the issue of multicultural intercommunication in American corporate culture, it concerns the role and place of phatic communication at the stage of establishment of contact, its value for the effective functioning of corporate discourse. The conclusions as to the peculiarities of chosen and used lexical units in the process of communication were made.

Key words: corporate discourse, corporate culture, communicative act, establishment of contact, phatic communication.

The increasing role of corporations and business structures in the economic, political and social spheres of modern society has generated considerable interest in the analysis of the characteristics of communication in business area.

The subject area of the research is the American corporate discourse. The specific topic is linguistic and pragmatic peculiarities of establishment of contact in American corporate culture. The relevance of the research is stipulated by the increasing role of multicultural communication in the corporate context, pragmatic significance of phatic function in the process of contact establishment.

Corporate communication is realized in the discursive interaction between the addresser and the addressee on the basis of their social roles, mutual relations and situational factors of communication. Business discourse is socially conditioned speech event which functions in the institutional and industrial field and manifests itself in interpersonal relationship, serves all levels of the company functioning, corresponds to the essential norms of the corporate culture and is performed for the purpose of unification of behavior of workmen as members of the same organization and harmonization of corporate objectives with the needs of the public [1, c. 5]. So the leading factors which determine the nature, organization and implementation of business communication at all levels of the company are the main activities of the company, rules and norms of behavior which are also conditioned by cultural concepts of society.

Among the classic works on discourse studies such ones should be singled out: T. A. van Dake, R. Barth, M. Foucault, Y. Habermas and research works of N. D. Arutyunova, F. S. Batsevych, O. I. Bessonov, A. D. Belova, V. Z. Demyankov, V. I. Karasik, E. S. Kubryakova, M. L. Makarov and others. Various aspects of official-business discourse were the object of research of such scientists as I. K. Bilodid, M. A. Zhovtobryuh, S. Y. Ermolenko, A. P. Koval, Z. J. Kunch, O. B. Kurylo, L. I. Matsco, O. M. Pazynych, O. D. Ponomariv, I. D. Farion, I. G. Cherednychenko, T. I. Shynkarenko, S. V. Shevchuk and other.

American culture is characterized by pragmatism, a high degree of individualism and power distance is perceived by members of society as only a temporary role inequality necessary for easement of management, which increases its efficiency [5]. Important concepts that define the essence of modern American linguistic culture include: "*enterprise*" (business), "*trade*" (trade), "*money*" (money), "*management*" (management) and macro concept "*business*" (affair / business) and mental formations "*privacy*", "*self*", "*challenge*", "*efficiency*".

Verbal communication, exchange of significantly informative messages, foresees phatic communication, in which the regulatory function of language is implemented, that is the use of linguistic means, including the ones for the establishment of contact. Phatic function serves to organize and ensure effective and smooth information exchange through the selected information channel and regulates interpersonal and social aspects of communication [2, c. 7]. In business communication phatics aims to achieve interpersonal agreement and reflects conventional, etiquette behavior of the participants of communicative act.

Corporate discourse is realised in typical communicative situations, the efficiency of which is affected by a number of socio-cultural factors (social and role characteristics of communicants, gender factor etc.), among which the emphasis is put on style of leadership, coordination of strategies and tactics of communication, accepted for the communicative situation tonality, interest in the subject of discussion, verbal (non-verbal) support of the communicative act by participants of communication. The instrumentarium of phatic function facilitates the fulfillment of these conditions. It includes greeting, apology, reminders, talk about the weather, evaluative statements, including complementary ones, nominations of various degrees of categoricalness, policy statements, requests, pronouns and other speech units of regulatory nature.

The English corporate discourse relies on professional communication and is characterized by a number of specific means that evaluate the stereotype and conventionalism of business communication [3, c. 18].

Lexical basis that distinguishes corporate discourse from other kinds of discourse includes Business English, English for Special Purposes, Business Communication – a set of different linguistic means which are used in business communication, technical terms, which vary according to the industry specifics of the company; professional vocabulary, which indicates the professional area of corporate communication; corporate jargon, showing features of internal office communication.

Establishment of contact in the American corporate culture is performed due to use of contact establishing units, which, considering their lexical and semantic features include: greetings, compliments, status messages, address, presentation, apology, which are realized in speech by using the formulas of speech etiquette, clichés and means of direct address.

Address is one of the main aspects of the establishment of contact, nomination of the addressee in attempt to draw attention to themselves verbally. Etiquette form of address in American business communication is realized through the use of last names, usually with a common

noun, which expresses gender character, address to women also takes into account their social status – married / single. The generally recognized form of address in this case is *Mr / Mrs / Ms* + last name, for example:

- *Mr. Walker, I'm waiting for your report laying on my desk tomorrow morning.*

Business etiquette in the USA provides for a brief greeting, accompanied by a handshake, using the standard greeting phrases: *Nice to meet you. How are you doing? How are you?* The use of a neutral greeting that is used regardless of the degree of acquaintance and the age register is also frequent, for example:

- *Good afternoon, my name is Jackie Blaz.*

- *Good afternoon, Mr. Blaz, nice to meet you.*

Compliment is an important part of speech communication of the English language speakers within business interaction. Typical etiquette formulas are complementary statements that are conventionally fixed as polite forms of greeting within the situations of first meeting: *(I'm) pleased to meet you. (It's) nice meeting you. (I'm) glad to meet you. A pleasure to know you.* For example:

Wyatt: Oh, Alastair! How nice it is to see you! Do tell us about the Americans.

Alistair: Don't ask.

To interpret the informative content of contact establishing units correctly, the participants of corporate discourse should consider pragmatic communication factors, the most important of which are communication roles, social statuses, role relationships between partners (symmetrical or asymmetrical), social and psychological distance between them and the communication conditions. The main functions that are performed by lexical units of contact establishing in corporate culture include: phatic function of greeting, call to action, a request for information about work performance or service, self-introduction, notifications and notices, involvement in cooperation, proposal of assistance, attracting and capturing attention.

The following example illustrates the implementation of making contact in the ordinary situation of corporate culture related to phatic function of greeting:

Harry and Gib come out of an elevator on the 12th floor.

Behind the receptionist is a burnished metal sign which reads TEKTEL SYSTEMS. They cross an open floor of cubicle spaces. There is the hum of activity everywhere.

SECRETARY: Morning, Mr. Tasker.

HARRY: Morning, Charlene.

Being junior in the social hierarchy, secretary greets the superior, using a polite socially foregrounded address *Mr. Tasker*, which performs function of phatic establishing of contact. The addressee responds in unison using the etiquette conversational turn *Morning* and, being the superior to the subordinate, the addresser's first name *Charlene*.

Establishment of contact in function of calling for action is also widely used in corporate discourse. For example:

Helen's nerdy boss Brad, comes up behind her, scowling.

Brad: Helen! Have you pulled those files yet? I need them by lunch.

Helen: I won't let you down, Brad.

Boss establishes contact with the subordinate starting with what he considers the most important at the moment – an urgent task. The contact establishing function is foregrounded through the address by first name (*Helen!*) and argumentation expressed by the interrogative sentence of the rhetorical type (*Have you pulled those files yet?*), and the implicit order in the form of affirmative sentence (*I need them by lunch*).

Function of assistance proposal at the stage of establishment of contact can be performed by using contact establishing units (interrogative sentences of pragmatic meaning of providing assistance) in combination with non-verbal means of communication, as in the following example of interaction at «boss-subordinate» level:

Andy walks in. Smiling. Eager. Miranda's chair facing away from her.

"Good morning, Miranda. What can I do for you?"

Miranda turns and nods in the direction of Andy's office, which means «nothing».

When choosing linguistic means to establish contact within the corporate culture such parameters as "familiar – unfamiliar", "superior – subordinate" (in the social hierarchy) "colleague – colleague", "boss – subordinate" should be taken into account [4, p. 33].

Establishment of contact between colleagues of the same status is directed at the management of the behavior of each other in the process of joint work that is caused by the need to establish effective cooperation to achieve success. The peculiarity of such speech acts is nearly the same social and role status of counterparts, that gives them more freedom in choosing different types of contact establishing formulas and linguistic means for its implementation (use of shortened names, nicknames, unconventional greeting formulas), for example:

- *Salute, George!*

- *Hi, my darling!*

The following example illustrates the establishment of contact between the participants of the communication at «boss – subordinate» level.

The doors hissed open. Chartrukian practically fell into the room. "Commander, sir. I ... I'm sorry to bother you, but the Run-Monitor ... I ran a virus probe and–"

"Phil, Phil, Phil," the commander gushed pleasantly as he put a reassuring hand on Chartrukian's shoulder. "Slow down. What seems to be the problem?"

At the stage of establishing contact the addresser reduces flatness of speech by etiquette formula *I'm sorry to bother you* (this function can also be performed by using the embedded sentence *I wonder* and word *please*, conditional sentences like *If you don't mind ...*, *If I may ...*), uses a status address *Commander, sir* and statement in function of contact establishing *but the Run-Monitor ... I ran a virus probe and ...*, The addressee as "boss" uses repetition of the shortening of the name Phillip (*Phil, Phil, Phil*).

Foregrounding of the regulatory aspect of contact establishing units in the corporate discourse promotes the effective interaction between participants of communication as it provides establishing of smooth contact and leads to manifestation of communicative intentions. The results obtained during the research, expand the vision of role of contact establishing communication units in the organization and regulation of business communication in corporate culture.

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LINGUISTIC AND PRAGMATIC FEATURES OF ENGLISH CHAT COMMUNICATION

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Стаття присвячена вивченню лінгвопрагматичних особливостей англомовної чат-комунікації. Проведене дослідження свідчить, що чат-комунікація, як особливий тип комунікації, характеризується анонімністю та віддаленістю спілкування в режимі реального часу. Головними лінгвістичними особливостями чат-комунікації є використання сленгу, аббревіатур, скорочень, лексичної контамінації та емотиконів, які виконують функцію економії часу та зусиль мовця. Відсутність прямого, неопосередкованого спілкування компенсується різними засобами, специфічними